

Publishing Policy

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Abstract

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Publishing Policy

The editors welcome articles reporting communication research, theoretical considerations and philosophical or historical concepts and experiences involved in reaching audiences of ACE members. Stories of practical application are especially desired on media results, communication management, campaign efforts and design and visual innovations.

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On research reports, authors should limit footnotes to substantive comments about the text, number them consecutively with superscripts within the text but type them separately. References, when necessary, should be listed within the text itself between brackets. *Ibid*, *op cit*, *loc cit*, etc. should not be used. If a reference is a printed, direct quote, authors should include the page number in brackets for reference. For repeat citations from the same source, authors should discriminate from one work and another produced within the same year with "a," "b," "c," and so on, as (DeJohn, 1972a). Bibliographic citations also should be kept to a minimum. When used, authors should begin with the first reference number and list entries in alphabetical order, last names first.

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